



## Virginia Green Events Profile:

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# Old Beach Farmers Market

1909 Cypress Avenue

Virginia Beach, Virginia 23451

2011 - June 18; July 2, 16, 30; August 6, 20;

September 3; October 15; November 19; December 17

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"The Old Beach Green Market is an eco-friendly outdoor market located at the Resort Area of Virginia Beach. All exhibitors and vendors have a green mission and offer products or information that is earth friendly, local and/or sustainable."

**Green Statement:** "The Old Beach Green Market is all about being green! We are greening this event because we love our planet, environment, wildlife, and ocean."

### CORE ACTIVITIES for Green Events

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard
- Collect slightly used, unwanted shoes for recycling through Soles4Souls
- Several vendors are artists that upcycle used items for their crafts

☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:

- Do not use any disposable containers, dishware, cutlery, or cups

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper and print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

#### *Logistics*

- Encourage the use of mass-transit and/or carpooling to the event

- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment
- No plastic bags, balloons, Styrofoam or excessive packaging
- Promotional handouts should not be wrapped in plastic, should display an environmental message, and should be made from recycled or sustainable materials

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have a green event section on its event’s webpage highlighting all of its green activities
- Have signs at the event registration which list all of its green activities
- Use the Virginia Green logo on signs and on recycling containers

☒ **Sustainable Actions.**

- All exhibitors have a green mission and are asked to include an educational component to their displays regarding sustainability, green living, environment, ect.

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For more information on **Old Beach Farmers Market**, see [www.OldBeachFarmersMarket.com](http://www.OldBeachFarmersMarket.com) or contact Christina Trapani at Christina@ecomaniacompany or 757-613-5683.

**Virginia Green** is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/virginiagreen](http://www.deq.virginia.gov/p2/virginiagreen) or [www.virginiagreentravel.org](http://www.virginiagreentravel.org).



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

